

# LUDC Article 9 (Sign Code) Code Amendments

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City Council – July 1, 2025

City Staff Representative:

Emma Lane, Senior Planner – Historic Preservation

# Land Use & Development Code – Article 9

## Background:

- The City Council and staff worked with Dig Studio and Michael Baker International on the Brighton Community Identity Design Plan
- Within the plan, the City's new sign concept was created
- Currently, the sign code does not address these types of signs, and they are not currently allowed in the public right-of-way

## Purpose:

- *Land Use & Development Code* amendments require an ordinance to be approved

# Land Use & Development Code – Section 9.06

## The updated document:

- Adds primary, secondary, and tertiary gateway signs as described in the Brighton Community Identity Design Plan, including location, size, and lighting regulations



Primary Gateway Sign



Secondary Gateway Sign

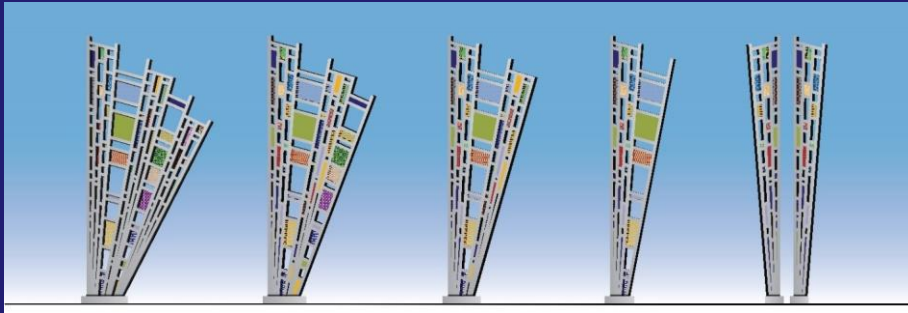


Tertiary Gateway Sign

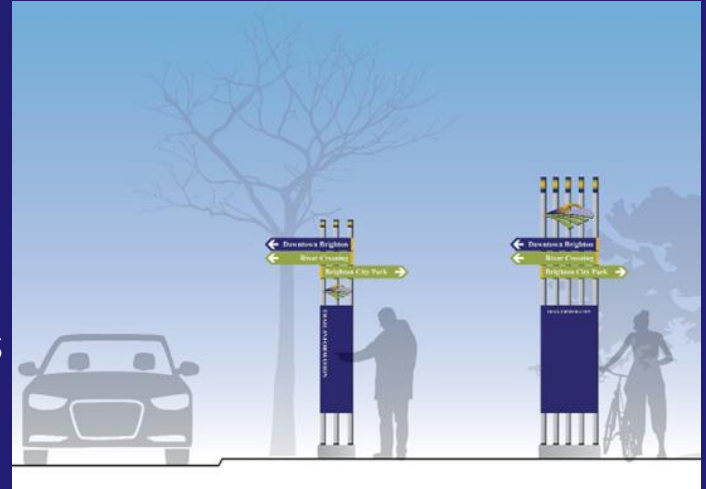
# Land Use & Development Code – Sections 9.03 and 9.06

## The updated document:

- Adds trail gateway signs, wayfinding signs, and artistic elements as described in the Brighton Community Identity Design Plan, including location, size, and lighting regulations
- Adds additional wording to allow for these signs to be permitted within public right-of-way



Artistic Elements



Trail Gateway and  
Wayfinding Sign

# Code Amendment Review Criteria

In making its decision, the City Council shall use the following criteria (Section 2.10 B.):

1. The amendment furthers the purposes of these regulations in Section 1.10.C.
2. The amendment is in accordance with the Comprehensive Plan and has been considered for both its long-range affects as well as immediate impacts.
3. The amendment promotes the public safety, health and general welfare of the community in the City of Brighton.
4. The amendment improves the effectiveness and efficiency of administering the Land Development Code.

# Summary of Findings

- The appropriate staff has reviewed these code amendments and recommends approval.
- Staff finds the amendments to the sign code within Article 9 are in general compliance with the requirements for a code amendment as outlined in the *Land Use & Development Code*.

## City Staff Recommendation

- Staff recommends approval of the amendments to Article 9 of the *Land Use & Development Code*.

## Planning Commission Recommendation

- Planning Commission held a public hearing for this item on June 12, 2025 and unanimously recommended approval

# Public Notice and Comment

- Public Notice was provided in accordance with the *Land Use & Development Code*.
- On June 13th:
  - ✓ Notice was published on the City's website.
- City Staff posted information for the public hearing on Facebook and NextDoor.
- Planning Staff has not received any formal comments in advance of the hearing.

# Options for Council Consideration

The City Council has the following options to consider:

- ❑ Approve the ordinance approving the code amendments;
- ❑ Deny the ordinance approving the code amendments;
- ❑ Approve the code amendments with changes to the ordinance; or
- ❑ Continue the item to be heard at a later specified date if the City Council feels it needs additional information to ensure compliance with the approval criteria as set forth in the Code.